

THE TRUTH AND THE CHRISTMAS DAY BOOK

The main purpose of The Day Book is to tell the people the truth.

To be able to tell the truth, The Day Book must be free.

To be free it must not be under obligation to anybody but its subscribers.

Therefore it does not and will not accept advertising.

The result is that the richest and most influential man in Chicago doesn't mean any more to The Day Book than the poorest.

All anybody, under any circumstances, can hand The Day Book is the price of subscription. That puts them all on the same plane.

But the object of this statement was to tell the truth about The Day Book—especially this Christmas issue.

While it is the Christmas edition, and for that reason is dated December 25, it was printed Saturday, December 23, and delivered to subscribers at the same time as the Saturday issue.

If it had been a regular newspaper we might have printed a lot of news with telegraphic dates of December 25, and had the carriers deliver it on Christmas day—thus letting subscribers believe it was printed on Christmas day.

But it wasn't. There is no telegraphic news in this issue. It is full of Christmas reading, however, and we think the contents will be found much more interesting than most of the telegraphic news.

Anyhow, you know the truth about it.

SCOUTING FOR CHINESE REBELS



This photograph shows imperial cavalry in the north of China on a scouting expedition, looking for the opposing rebel forces.